

## EAST Search History

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
L1	1	(SGARAGLINO near Vito).in. and interrupt\$3	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2006/09/28 15:47
S1	549	captur\$3 near3 advertis\$6	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2005/10/19 18:20
S2	0	S1 same (interactive adj activit\$3)	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2005/10/18 12:30
S3	0	S1 and (interactive adj activit\$3)	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2005/10/18 12:30
S4	35	(captur\$3 near3 advertis\$6).ab.	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2005/10/18 12:31
S5	16610	game\$3 same (internet or web)	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2005/10/18 12:32
S6	3845	S5 same (ad\$1 or advertis\$6 or mail or message\$1)	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2005/10/18 12:32
S7	1467	S6 same (server or host)	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2005/10/18 12:32

## EAST Search History

S8	685	S7 same (user or member or subscriber or participant or player)	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2005/10/18 12:33
S9	171	(S7 same (user or member or subscriber or participant or player)). ab.	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2005/10/18 12:33
S10	21	S9 and (receiv\$3 near3 advertis\$6)	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2005/10/18 12:34
S11	13	("5073931"   "5083271"   "5343239"   "5643088"   "5819092"   "5823879"   "5848397"   "5917725"   "5947746"   "5964660"   "5974398"   "6012984"   "6196920").PN.	US-PGPUB; USPAT; USOCR	OR	OFF	2005/10/18 12:37
S12	0	(mark adj herrmann).in.	US-PGPUB; USPAT	OR	OFF	2005/10/19 18:21
S13	15	(mark near2 herrmann).in.	US-PGPUB; USPAT	OR	OFF	2005/10/19 18:22
S14	7116	((receiv\$3 or send\$3) near2 (ad or advertisement1))	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2005/10/19 18:23
S15	1147	((without or no\$1) adj (interrupt\$4 or interfer\$4)) near3 (game or activity)	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2005/10/19 18:30
S16	0	S14 same S15	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2005/10/19 18:25

## EAST Search History

S17	3	S14 and S15	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2005/10/19 18:25
S18	28	((interactive adj (game\$1 or activit\$3)) near4 (ad or advertisement\$1))	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2005/10/19 18:26
S19	229820	((without or no\$1) adj (interrupt\$4 or interfer\$4))	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2005/10/19 18:31
S20	0	S18 same S19	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2005/10/19 18:30
S21	0	S18 and S19	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2005/10/19 18:30
S22	147133	((without or no\$1) adj (interrupt\$4 or interfer\$4))	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2005/10/19 18:31
S23	231	S22 adj (game or activity)	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2005/10/19 18:31
S24	1	S23 same (ad or advertisement\$1)	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2005/10/19 18:32
S25	1	"6036601".pn.	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2005/10/19 18:32
S26	27	("6036601").URPN.	USPAT	OR	OFF	2005/10/19 18:46
S27	475202	(ad\$1 or advertisement\$1)	USPAT	OR	OFF	2005/10/19 18:46
S28	692015	(ad\$1 or advertisement\$1)	US-PGPUB; USPAT	OR	OFF	2005/10/19 18:47
S29	1513	S22 same S28	US-PGPUB; USPAT	OR	OFF	2005/10/19 18:47

## EAST Search History

S30	145	S29 same (game or activity)	US-PGPUB; USPAT	OR	OFF	2005/10/19 18:48
S31	210	S23 same (game or activity)	US-PGPUB; USPAT	OR	OFF	2005/10/19 18:50
S32	5	(S23 same (game or activity)).ab.	US-PGPUB; USPAT	OR	OFF	2005/10/19 18:51
S33	3	S23 same S28	US-PGPUB; USPAT	OR	OFF	2005/10/19 18:53
S34	0	"463"/\$.ccls. and (on?line adj (game\$1 or activity)) with (ad\$1 or advertisement\$1)	US-PGPUB; USPAT	OR	OFF	2005/10/19 18:56
S35	0	"463"/\$.ccls. and (on?line adj (game\$1 or activity)) with (ad\$1 or advertisement\$1)	US-PGPUB; USPAT	OR	OFF	2005/10/19 18:57
S36	0	"463"/\$.ccls. and (on?line adj (game\$1 or activity)) same (ad\$1 or advertisement\$1)	US-PGPUB; USPAT	OR	OFF	2005/10/19 18:56
S37	11	"463"/\$.ccls. and (on?line adj (game\$1 or activity)) with (ad\$1 or advertisement\$1)	US-PGPUB; USPAT	OR	OFF	2005/10/19 19:05
S38	1	display\$3 near2 (ad\$1 or advertisement\$1) near5 (interactive adj (game\$1 or activity or chat))	US-PGPUB; USPAT	OR	OFF	2005/10/19 19:08
S39	17	(display\$3 near2 (ad\$1 or advertisement\$1)) near5 S22	US-PGPUB; USPAT	OR	OFF	2005/10/20 08:35
S40	117	(display\$3 near2 (ad\$1 or advertisement\$1)) near5 "15"	US-PGPUB; USPAT	OR	OFF	2005/10/20 08:37
S41	0	((display\$3 near2 (ad\$1 or advertisement\$1)) near5 ((without or no\$1) adj (interrupt\$4 or interfer\$5)) near5 (interactive adj (game or activit\$3 or chat)))	US-PGPUB; USPAT	OR	OFF	2005/10/20 08:39
S42	3	((display\$3 near2 (ad\$1 or advertisement\$1)) near5 ((without or no\$1) adj (interrupt\$4 or interfer\$5)) near5 (game or activit\$3 or chat))	US-PGPUB; USPAT	OR	OFF	2005/10/20 08:46
S43	17	(display\$3 near2 (ad\$1 or advertisement\$1)) near5 ((without or no\$1) adj (interrupt\$4 or interfer\$5))	US-PGPUB; USPAT	OR	OFF	2005/10/20 08:52
S44	170544	(additional or more or extra or deta\$3) adj (data or information)	US-PGPUB; USPAT	OR	OFF	2005/10/20 08:47
S45	0	S43 same S44	US-PGPUB; USPAT	OR	OFF	2005/10/20 08:47
S46	9	S43 and S44	US-PGPUB; USPAT	OR	OFF	2005/10/20 08:47

## EAST Search History

S47	13	("6196920").URPN.	USPAT	OR	OFF	2005/10/20 08:49
S48	0	((display\$3 or receiv\$3) near2 (additional or extra or more) near5 (ad\$1 or advertisement\$1)) near5 ((without or no\$1) adj (interrupt\$4 or interfer\$5))	US-PGPUB; USPAT	OR	OFF	2005/10/20 08:53
S49	0	((display\$3 or receiv\$3) near5 (additional or extra or more) near5 (ad\$1 or advertisement\$1)) near5 ((without or no\$1) adj (interrupt\$4 or interfer\$5))	US-PGPUB; USPAT	OR	OFF	2005/10/20 08:54
S50	13	((display\$3 or receiv\$3) near5 (additional or extra or more) near5 (ad\$1 or advertisement\$1 or data or information)) near5 ((without or no\$1) adj (interrupt\$4 or interfer\$5))	US-PGPUB; USPAT	OR	OFF	2005/10/20 08:56
S51	0	((display\$3 or receiv\$3) near5 (additional or extra or more) near5 (ad\$1 or advertisement\$1 or data or information)) near5 ((without or no\$1) adj (interrupt\$4 or interfer\$5) adj2 (game or activity))	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2005/10/20 08:57
S52	0	((display\$3 or receiv\$3) near3 (additional or extra or more) adj2 (ad\$1 or advertisement\$1 or data or information)) near5 ((without or no\$1) adj (interrupt\$4 or interfer\$5) adj2 (game or activity))	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2005/10/20 08:58
S53	5	((display\$3 or receiv\$3) same (additional or extra or more) same (ad\$1 or advertisement\$1 or data or information)) same ((without or no\$1) adj (interrupt\$4 or interfer\$5) adj2 (game or activity))	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2005/10/20 08:59
S54	0	((display\$3 or receiv\$3) near2 (additional or extra or more) adj (ad\$1 or advertisement\$1 or data or information)) same ((without or no\$1) adj (interrupt\$4 or interfer\$5) adj2 (game or activity or chat))	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2005/10/20 09:00
S55	3	(additional or extra or more) adj (ad\$1 or advertisement\$1 or data or information)) same ((without or no\$1) adj (interrupt\$4 or interfer\$5) adj2 (game or activity or chat))	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2005/10/20 09:01

## EAST Search History

S56	3	(additional or extra or more) adj (data or information)) same ((without or no\$1) adj (interrupt\$4 or interfer\$5) adj2 (game or activity or chat)	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2005/10/20 09:02
S57	0	(additional or extra or more) adj (data or information)) adj ((without or no\$1) adj (interrupt\$4 or interfer\$5) adj2 (game or activity or chat)	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2005/10/20 09:02
S58	636	((without or no\$1) adj (interrupt\$4 or interfer\$5)) adj2 (game or activity or chat)	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2005/10/20 09:03
S59	8	S58 same (ad or advertisement\$1)	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2005/10/20 09:35
S60	2213	S44 same (e or electronic) adj mail	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2005/10/20 09:35
S61	0	S58 and S60	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2005/10/20 09:36
S62	0	S58 same S60	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2005/10/20 09:36
S63	22	S58 and (e or electronic) adj mail	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2005/10/20 09:38

## EAST Search History

S64	1	S58 same (e or electronic) adj mail	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2005/10/20 09:36
S65	2213	S44 same (e or electronic) adj mail	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2005/10/20 09:39
S66	0	S58 and S65	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2005/10/20 09:39
S67	56	(S44 same (e or electronic) adj mail).ab.	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2005/10/20 10:02
S68	80787	(e or electronic) adj mail	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2005/10/20 10:03
S69	5931	S68 same (game or activit\$3 or chat)	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2005/10/20 10:02
S70	231	S69 same advertisement\$1	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2005/10/20 10:03
S71	50938	(e or electronic) adj mail	US-PGPUB; USPAT	OR	OFF	2005/10/20 10:03
S72	161	S71 near (game or activit\$3)	US-PGPUB; USPAT	OR	OFF	2005/10/20 10:04
S73	9	S72 same (Ad or advertisement\$1)	US-PGPUB; USPAT	OR	OFF	2005/10/20 10:08
S74	9	(charles near spaur).in.	US-PGPUB; USPAT	OR	OFF	2005/10/20 10:13

## EAST Search History

S75	6	(charles near spaur).in. and (e or electronic) adj mail	US-PGPUB; USPAT	OR	OFF	2005/10/20 10:09
S76	1	"6264560".pn.	US-PGPUB; USPAT	OR	OFF	2005/10/20 10:19
S77	8	(sheldon near goldberg).in.	US-PGPUB; USPAT	OR	OFF	2005/10/20 10:19
S78	7	(sheldon near goldberg).in. and (additional or more or extra) adj (data or information)	US-PGPUB; USPAT	OR	OFF	2005/10/20 10:28
S79	0	(sheldon near goldberg).in. and (without or no\$1) adj (interrupt\$4 or interfer\$4) adj1 (game)	US-PGPUB; USPAT	OR	OFF	2005/10/20 10:27
S80	0	(sheldon near goldberg).in. and (without or no\$1) adj (interrupt\$4 or interfer\$4)	US-PGPUB; USPAT	OR	OFF	2005/10/20 10:27
S81	7	(sheldon near goldberg).in. and (additional or more or extra) adj (data or information) and ((e or electronic) adj mail)	US-PGPUB; USPAT	OR	OFF	2005/10/20 11:30
S82	27	709/203,271,219,224;705/26, 27;273/236,237;463/1,11,12,13,26, 27,40,41,42.ccls. and ((without or no\$1) adj2 (interrupt\$4 or interfer\$4)) adj2 (game or activit\$3)	US-PGPUB; USPAT	OR	OFF	2005/10/20 11:41
S83	12	S82 and (additional or more or extra) adj2 (data or information)	US-PGPUB; USPAT	OR	OFF	2005/10/20 11:46
S84	30	709/203,217,219,224;705/26, 27;273/236,237;463/1,11,12,13,26, 27,40,41,42.ccls. and ((without or no\$1) adj2 (interrupt\$4 or interfer\$4)) adj2 (game or activit\$3)	US-PGPUB; USPAT	OR	OFF	2005/10/20 11:45
S85	15	S84 and (additional or more or extra) adj2 (data or information)	US-PGPUB; USPAT	OR	OFF	2005/10/20 11:46
S86	1736	(interactive or virtual) adj game	US-PGPUB; USPAT	OR	OFF	2006/09/23 10:08
S87	112	S86 same advertis\$5	US-PGPUB; USPAT	OR	OFF	2006/09/23 10:01
S88	348	(interactive or virtual) adj (activit\$3)	US-PGPUB; USPAT	OR	OFF	2006/09/23 10:09
S89	13	S88 with advertis\$5	US-PGPUB; USPAT	OR	OFF	2006/09/23 10:09
S90	465084	on?line gam\$3	US-PGPUB; USPAT	OR	OFF	2006/09/23 10:10
S91	666	on?line adj gam\$3	US-PGPUB; USPAT	OR	OFF	2006/09/23 10:10



## EAST Search History

S92	0	S91 with adverts\$5	US-PGPUB; USPAT	OR	OFF	2006/09/23 10:10
S93	33	S91 with advertis\$5	US-PGPUB; USPAT	OR	OFF	2006/09/23 10:10
S94	13	("6196920").URPN.	USPAT	OR	OFF	2006/09/23 10:21
S95	1	"5823879".pn.	USPAT	OR	OFF	2006/09/23 10:21
S96	68	("5823879").URPN.	USPAT	OR	OFF	2006/09/23 10:34
S97	206	captur\$3 near3 advertis\$5	USPAT	OR	OFF	2006/09/23 10:37
S98	132	captur\$3 adj advertis\$5	USPAT	OR	OFF	2006/09/23 10:40
S99	0	S98 same game	USPAT	OR	OFF	2006/09/23 10:38
S10 0	1	S98 and game	USPAT	OR	OFF	2006/09/23 10:38
S10 1	2	captur\$3 adj advertis\$5.ab.	USPAT	OR	OFF	2006/09/23 10:39
S10 2	402	captur\$3 adj advertis\$5	US-PGPUB; USPAT	OR	OFF	2006/09/23 10:40
S10 3	0	S102 same game	US-PGPUB; USPAT	OR	OFF	2006/09/23 10:40
S10 4	0	S102 same (interactiv\$3)	US-PGPUB; USPAT	OR	OFF	2006/09/23 10:40
S10 5	364	S102 and(interactiv\$3)	US-PGPUB; USPAT	OR	OFF	2006/09/23 10:41
S10 6	349	S102 and (interactivity)	US-PGPUB; USPAT	OR	OFF	2006/09/23 10:41
S10 7	0	S102 same (interactivity)	US-PGPUB; USPAT	OR	OFF	2006/09/23 10:41
S10 8	0	S102 and (interactivity).ab.	US-PGPUB; USPAT	OR	OFF	2006/09/23 10:41
S10 9	0	request43 near2 advertis%6	US-PGPUB; USPAT	OR	OFF	2006/09/23 10:42
S11 0	0	request\$3 near2 advertis%6	US-PGPUB; USPAT	OR	OFF	2006/09/23 10:42
S11 1	2384	request\$3 near2 advertis\$6	US-PGPUB; USPAT	OR	OFF	2006/09/23 10:42
S11 2	68	S111 and (electronic or interactive) adj game	US-PGPUB; USPAT	OR	OFF	2006/09/23 10:43
S11 3	3	(without or no\$1) adj (interrupt\$4 or interfer\$4) adj1 (game) same advert\$5	US-PGPUB; USPAT	OR	OFF	2006/09/23 11:01
S11 4	38	"6036601"..pn.	US-PGPUB; USPAT	OR	OFF	2006/09/23 11:01
S11 5	1	"6036601".pn.	US-PGPUB; USPAT	OR	OFF	2006/09/23 11:01

## EAST Search History

S11 6	32	("6036601").URPN.	USPAT	OR	OFF	2006/09/23 11:02
S11 7	2	"7020690".pn.	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2006/09/28 12:09
S11 8	1	"7020690".pn. and ((e or electronic) adj (mail or message))	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2006/09/28 12:10
S11 9	0	captur43 near3 (user adj request\$1)	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2006/09/28 13:54
S12 0	109	captur\$3 near3 (user adj request\$1)	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2006/09/28 13:53
S12 1	71	captur\$3 near (user adj request\$1)	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2006/09/28 13:53
S12 2	3	S121 same (ad or advertisement\$1)	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2006/09/28 13:53
S12 3	1386	(client or user) adj ((e or electronic) adj (mail adj address))	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2006/09/28 13:57
S12 4	2	"2000199756".pn.	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2006/09/28 13:58

## EAST Search History

S12 5	1	(SGARAGLINO near Vito).in.	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2006/09/28 14:07
S12 6	1	(SGARAGLINO near Vito).in. and activity	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2006/09/28 15:46
S12 7	0	(SGARAGLINO near Vito).in. and game	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2006/09/28 14:08
S12 8	0	("2003/0229893").URPN.	USPAT	OR	OFF	2006/09/28 14:13
S12 9	0	("2003/0229893").URPN.	USPAT	OR	OFF	2006/09/28 14:14

Set	Items	Description
S1	79370	ADVERTISEMENT? OR AD OR ADS OR ADVERT OR BANNER? OR BLURB?
		OR PROMOTION? OR ENDORSEMENT?
S2	4586	S1 (7N) (CLICK? OR SELECT? OR MOUSEOVER OR ONMOUSEOVER OR (M-
		OUS??? ? OR ROLL??? OR MOVE? ? OR PLACE?? OR PLACING) ()OVER)
S3	785	S1 (10N) ((E OR ELECTRONIC) (2N)MESSAG? OR EMAIL? OR E()MAIL?-
		?)
S4	7355	(INTERRUPT? OR SUSPEN? OR PAUS??? ? OR DISTURB? OR DISRUPT?
		OR DISTRACT?) (10N) (GAME? OR GAMING OR SESSION? OR ACTIVIT? OR
		COMPETIT? OR CONTEST? OR INTERACT?)
S5	1153	S4 (3N) ("NOT" OR UN OR NO OR WITHOUT OR (DOES OR WILL) () "NO-
		T" OR WONT OR T)
S6	20188	(CONTINU? OR RESUM? OR PROCEED? OR MAINTAIN? OR CARRY? () ON
		OR UNIMPED?) (10N) (GAME? OR GAMING OR SESSION? OR ACTIVIT?
		OR -
		COMPETIT? OR CONTEST? OR INTERACT?)
S7	0	S2 AND S3 AND S5
S8	99	S1 AND S4
S9	10	S8 AND S2
S10	0	S9 AND S6
S11	0	S2 AND S3 AND S6

File 350:Derwent WPIX 1963-2006/UD=200661  
(c) 2006 The Thomson Corporation  
File 347:JAPIO Dec 1976-2005/Dec(Updated 060404)  
(c) 2006 JPO & JAPIO

? t 9/69,k/2,4,5,6,7,9,10  
Terminal set to DLINK  
?

9/69,K/2 (Item 2 from file: 350)  
DIALOG(R)File 350:Derwent WPIX  
(c) 2006 The Thomson Corporation. All rts. reserv.

0015696023 - Drawing available  
WPI ACC NO: 2006-260010/200627  
XRPX Acc No: N2006-222382

Advertisement **displaying method for use over Internet, involves specifying order in which advertisement in play list are displayed, and**  
pausing list if user has not interacted with local device for preset amount of time

Patent Assignee: NETZERO INC (NETZ-N)  
Inventor: BLASER S; BURR R; HAITSUKA S; MACKENZIE H; WARREN T; ZEBIAN M  
Patent Family (1 patents, 1 countries)

Patent			Application			
Number	Kind	Date	Number	Kind	Date	Update
US 7020690	B1	20060328	US 1999160479	P	19991019	200627 B
			US 2000629553	A	20000731	

Priority Applications (no., kind, date): US 1999160479 P 19991019; US 2000629553 A 20000731

#### Patent Details

Number	Kind	Lan	Pg	Dwg	Filing Notes
US 7020690	B1	EN	18	7	Related to Provisional US 1999160479

#### Alerting Abstract US B1

NOVELTY - The method involves causing an **advertisement** to be displayed on an output device. User's interactions are monitored with respect to a client application, and a dialog is caused to be displayed on the output device. An order in which the **advertisement** in a play list is displayed is specified by the list. The list is **paused** based on the application if the user has not **interacted** with the device for a preset amount of time.

DESCRIPTION - An INDEPENDENT CLAIM is also included for a system for displaying **advertisements** to a user of an online service.

USE - Used for displaying an **advertisement** to a user of an online service over Internet.

ADVANTAGE - The method permits both browsing by the user and displaying of **advertisements** by the client application without interfering with the user's use of the browser application.

DESCRIPTION OF DRAWINGS - The drawing shows a dialog to notify a user of inactivity with a data distribution network.

700 Dialog  
705 Display box  
710 Acknowledgement button

**Title Terms/Index Terms/Additional Words:** ADVERTISE; DISPLAY; METHOD;  
SPECIFIED; ORDER; PLAY; LIST; PAUSE; USER; LOCAL; DEVICE; PRESET;  
AMOUNT;  
TIME

**Class Codes**

International Classification (+ Attributes)  
IPC + Level Value Position Status Version  
G06F-0015/16 A I F B 20060101

File Segment: EPI;  
DWPI Class: T01  
Manual Codes (EPI/S-X): T01-N01A2C; T01-S03

Advertisement displaying method for use over Internet, involves specifying order in which advertisement in play list are displayed, and pausing list if user has not interacted with local device for preset amount of time

**Alerting Abstract ...NOVELTY** - The method involves causing an advertisement to be displayed on an output device. User's interactions are monitored with respect to...

...dialog is caused to be displayed on the output device. An order in which the advertisement in a play list is displayed is specified by the list. The list is **paused** based on the application if the user has not interacted with the device for a preset amount of time. DESCRIPTION - An INDEPENDENT CLAIM is also included for a system for displaying advertisements to a user of an online service...

...USE - Used for displaying an advertisement to a user of an online service over Internet...

...ADVANTAGE - The method permits both browsing by the user and displaying of advertisements by the client application without interfering with the user's use of the browser application...

**Original Publication Data by Authority**

**Original Abstracts:**

...there is provided a client application for enabling access to an online service and displaying advertisements while the user is accessing the online service. The client application receives play lists from the online service provider. The play lists include information about advertisements to be played and the order of play. The client application monitors the

user's...

...displays an exit window prior to termination of an online session.

The

exit window includes **advertisements** that are targeted toward the user.

**Claims:**

What is claimed is:1. A method of displaying **advertisements** to a user of an online service using a client application on a local device...

...to the online server;a browser application activating;the client application causing at least one **advertisement** to be displayed on the output device of the local device;the client application monitoring...

...a resource locator is displayed in the dialog;wherein the display of at

least one **advertisement** operates in accordance with a first play list,

the first play list comprising at least one **ad** object, each **ad** object

comprising a resource locator for a given **advertisement** , a resource locator for a **click** -through associated with the given **advertisement**

, and at least one display attribute for the given **advertisement** , the first

play list further specifying an order in which the **advertisements** identified in the play list are to be displayed;the client application **pausing** the play list if the user has not **interacted** with the local device with respect to the client application for the predetermined amount

of...

\*\*\* BAD DATE, PLEASE IGNORE \*\*\*

9/69,K/4 (Item 4 from file: 350)

DIALOG(R) File 350:Derwent WPIX

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0014914832 - Drawing available

WPI ACC NO: 2005-262514/200527

XRPX Acc No: N2005-215657

Advertisement **display method in mobile phone on execution of games , involves pausing execution of application until display of advertisement**

**data selected from remote terminal is completed**

Patent Assignee: MASSONE MOBILE ADVERTISING SYSTEMS LTD (MASS-N)

Inventor: LEINO P; LENO P; MYLLYNNEN H; OEHLING A; OHRLING A; LEINO P M A;

MYLLYNNEN H M; OHRLING A M A

**Patent Family** (3 patents, 107 countries)

Patent Number	Kind	Date	Application Number	Kind	Date	Update
WO 2005025252	A2	20050317	WO 2004GB3890	A	20040913	200527 B
GB 2407942	A	20050511	GB 200420339	A	20040913	200532 E
EP 1668880	A2	20060614	EP 2004768437	A	20040913	200641 E
			WO 2004GB3890	A	20040913	

Priority Applications (no., kind, date): GB 200321337 A 20030911

#### Patent Details

Number	Kind	Lan	Pg	Dwg	Filing Notes
WO 2005025252	A2	EN	31	5	
National Designated States,Original: AE AG AL AM AT AU AZ BA BB BG BR BW BY BZ CA CH CN CO CR CU CZ DE DK DM DZ EC EE EG ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NA NI NO NZ OM PG PH PL PT RO RU SC SD SE SG SK SL SY TJ TM TN TR TT TZ UA UG US UZ VC VN YU ZA ZM ZW					
Regional Designated States,Original: AT BE BG BW CH CY CZ DE DK EA EE ES FI FR GB GH GM GR HU IE IT KE LS LU MC MW MZ NA NL OA PL PT RO SD SE SI SK SL SZ TR TZ UG ZM ZW					
EP 1668880	A2	EN			PCT Application WO 2004GB3890 Based on OPI patent WO 2005025252
Regional Designated States,Original: AT BE BG CH CY CZ DE DK EE ES FI FR GB GR HU IE IT LI LU MC NL PL PT RO SE SI SK TR					

#### Alerting Abstract WO A2

NOVELTY - A display request is received by the mobile terminal (T1) from the application e.g. game application/news relaying application for **selecting** desired **advertisement** data from the remote terminals. The **selected** data is displayed in the mobile terminal. Execution of the application is paused, until display of selected data is completed.



DESCRIPTION - INDEPENDENT CLAIMS are also included for the following:

1. advertisement display apparatus;
2. computer readable storage medium storing advertisement data display program;
3. mobile terminal;
4. method of controlling operation of mobile terminal;
5. software component for controlling movement of an advertisement image on mobile terminal; and
6. computer game software adapted to display content during execution of the software on a mobile terminal.

USE - For displaying **advertisement** in mobile terminal (claimed) e.g. mobile phone, personal digital assistant (PDA), laptop computer, while switching from one level to next level, on playing games, on execution of news relaying application. Also suits for displaying identity, age, sex, interest specific **advertisement**, venue specific **advertisement**, e.g. to attendees of festivals, **advertisements** related to various products, services and demonstrations on offer, etc., within venue e.g. airports, retail stores, supermarkets, libraries, etc.

ADVANTAGE - The **advertisement** preferences are sent only once rather than at each time a message is created. The moving images are represented as a combination of an image file and a script file, thereby occupying less bandwidth.

DESCRIPTION OF DRAWINGS - The figure explains about the mobile network.

- 1 data system
- 10 **advertisement** application
- 17 short message service center (SMSC)
- S1-S4 servers
- T1 mobile terminal

#### **Technology Focus**

INDUSTRIAL STANDARDS - Applications are distributed to the terminal through ~Bluetooth~ services.

**Title Terms/Index Terms/Additional Words:** ADVERTISE; DISPLAY; METHOD; MOBILE; TELEPHONE; EXECUTE; GAME; PAUSE; APPLY; DATA; SELECT; REMOTE; TERMINAL; COMPLETE

#### **Class Codes**

International Classification (+ Attributes)  
IPC + Level Value Position Status Version  
G06Q-0030/00 A I R 20060101

H04M-0001/725 A N R 20060101  
H04M-0003/487 A I F B 20000101  
H04Q-0007/32 A I L B 19950101  
G06Q-0030/00 C I R 20060101  
H04M-0001/72 C N R 20060101

File Segment: EPI;

DWPI Class: T01; W01

Manual Codes (EPI/S-X): T01-J30B; T01-N01A2C; T01-S03; W01-B05A1A;

W01-C05B5A; W01-C05B5G

Advertisement display method in mobile phone on execution of games , involves pausing execution of application until display of advertisement

data selected from remote terminal is completed

**Alerting Abstract** ...the mobile terminal (T1) from the application e.g.

game application/news relaying application for **selecting** desired **advertisement** data from the remote terminals. The **selected** data is displayed in the mobile terminal. Execution of the application is paused, until display...

... **advertisement** display apparatus; computer readable storage medium storing **advertisement** data display program; mobile terminal; method of controlling operation of mobile terminal; software component for controlling movement of an **advertisement** image on mobile terminal; and computer game software adapted to display content during execution of...

...USE - For displaying **advertisement** in mobile terminal (claimed) e.g.

mobile phone, personal digital assistant (PDA), laptop computer, while...

...on execution of news relaying application. Also suits for displaying identity, age, sex, interest specific **advertisement** , venue specific **advertisement** , e.g. to attendees of festivals, **advertisements** related to various products, services and demonstrations on offer, etc., within venue e.g. airports...

...ADVANTAGE - The **advertisement** preferences are sent only once rather than at each time a message is created. The...

...10 **advertisement** application

**Original Publication Data by Authority**

**Original Abstracts:**

...a system for distributing mobile applications, in particular to aspects of receiving, processing and displaying **advertisements** on mobile

terminals. In. one aspect, embodiments provide a data visualization method for use in...

...of the terminal. Preferably the data to be displayed are retrieved from a store of **advertisement** data, and are **selected** in dependence on a characteristic relating to preferences of the user. In at least one embodiment, the executable process is a **game** and the **game** is **paused** for the purposes of displaying these selected data when the **game** reaches a particular level. In another embodiment the executable process might be a news relaying...

...a system for distributing mobile applications, in particular to aspects of receiving, processing and displaying **advertisements** on mobile terminals. In. one aspect, embodiments provide a data visualization method for use in...

...of the terminal. Preferably the data to be displayed are retrieved from a store of **advertisement** data, and are **selected** in dependence on a characteristic relating to preferences of the user. In at least one embodiment, the executable process is a **game** and the **game** is **paused** for the purposes of displaying these selected data when the **game** reaches a particular level. In another embodiment the executable process might be a news relaying...

\*\*\* BAD DATE, PLEASE IGNORE \*\*\*

9/69,K/5 (Item 5 from file: 350)

DIALOG(R)File 350:Derwent WPIX

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0014320009 - Drawing available

WPI ACC NO: 2004-507481/200448

XRPX Acc No: N2004-401037

**Computer game based product promotion method involves selecting request**

**from player by processing game action performed by player**

Patent Assignee: SALINAS R (SALI-I)

Inventor: SALINAS R

**Patent Family** (4 patents, 105 countries)

Patent			Application			
Number	Kind	Date	Number	Kind	Date	Update
WO 2004055642	A2	20040701	WO 2003US39575	A	20031212	200448 B
US 20040177001	A1	20040909	US 2002433255	P	20021213	200459 E
			US 2003733551	A	20031210	
AU 2003302997	A1	20040709	AU 2003302997	A	20031212	200474 E
AU 2003302997	A8	20051110	AU 2003302997	A	20031212	200634 E

Priority Applications (no., kind, date): US 2002433255 P 20021213; US 2003733551 A 20031210

#### Patent Details

Number	Kind	Lan	Pg	Dwg	Filing Notes
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WO 2004055642	A2	EN	45	20	
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National Designated States,Original: AE AG AL AM AT AU AZ BA BB BG BR BY

BZ CA CH CN CO CR CU CZ DE DK DM DZ EC EE EG ES FI GB GD GE GH GM HR HU

ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX

MZ NI NO NZ OM PG PH PL PT RO RU SC SD SE SG SK SL SY TJ TM TN TR TT TZ

UA UG UZ VC VN YU ZA ZM ZW

Regional Designated States,Original: AT BE BG BW CH CY CZ DE DK EA EE ES

FI FR GB GH GM GR HU IE IT KE LS LU MC MW MZ NL OA PT RO SD SE SI SK SL

SZ TR TZ UG ZM ZW

US 20040177001	A1	EN		Related to Provisional	US 2002433255
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AU 2003302997	A1	EN		Based on OPI patent	WO 2004055642
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AU 2003302997	A8	EN		Based on OPI patent	WO 2004055642
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#### Alerting Abstract WO A2

NOVELTY - An icon (400) representing a **promotional** game product (310)

is displayed to a player, in response to an input from the player. A request from the player is selected by processing an action performed by the player.

DESCRIPTION - INDEPENDENT CLAIMS are also included for the following:

1.computer game based product promoting computer system;

2.computer based product promoting program product;

3.computer game based image.

USE - For promoting sales of products and services by advertising and marketing through computer games, simulations and demonstrations.

ADVANTAGE - Provides huge potential for marketing and actual sales of goods and services to millions of customers through computer games used as advertising channel.

DESCRIPTION OF DRAWINGS - The figure shows an illustration of product **promotion** through computer games.

30 display

310 **promotional** product

400,810 icons

600 screen

**Title Terms**/Index Terms/Additional Words: COMPUTER; GAME; BASED; PRODUCT;

PROMOTE; METHOD; SELECT; REQUEST; PLAY; PROCESS; ACTION; PERFORMANCE

#### **Class Codes**

International Classification (Main): G06F, G06F-017/60

File Segment: EPI;

DWPI Class: T01

Manual Codes (EPI/S-X): T01-N01A2C; T01-S03

**Computer game based product promotion method involves selecting request from player by processing game action performed by player**

#### **Original Titles:**

PRODUCT **PROMOTION** AND SALES IN COMPUTER GAMES, SIMULATIONS, AND THE LIKE

...

...Product **promotion** and sales in computer games, simulations, and the like...

...PRODUCT **PROMOTION** AND SALES IN COMPUTER GAMES, SIMULATIONS, AND THE LIKE...

... **PROMOTION** ET VENTES DE PRODUITS DANS DES JEUX D'ORDINATEUR, DES SIMULATIONS ET ANALOGUES

**Alerting Abstract** ...NOVELTY - An icon (400) representing a **promotional**

game product (310) is displayed to a player, in response to an input from the...

...DESCRIPTION OF DRAWINGS - The figure shows an illustration of product **promotion** through computer games...

...310 promotional product...

#### Original Publication Data by Authority

##### Original Abstracts:

A system and method for **promotion** and sale of products within computer games or simulations wherein at least one promoted product...

...The field of the invention is **promotion** and sale of products within computer **games**. Computers **games** lack conventional **advertisements** of products because they would **distract** **game** players and possibly **interrupt** play. Hence, computer **games** represent an underutilized channel for marketing of products. The invention enables the **promotion** and/or sale of products within computer **games** without **distraction** to **game** players or **interruption** of **game** play. A promoted product (300) is brought to the attention of a game player by a **promotion** engine (1400) after which the game player may make a selection (1800). If the game...

...La presente invention se rapporte au domaine de la **promotion** et de la vente de produits dans des jeux ordinateurs. Les jeux d'ordinateur ne...

...constituent donc un canal de marketing sous-exploite. Les systemes et procedes decrits permettent la **promotion** ou la vente de produits dans des jeux informatiques sans distraction des joueurs ou interruption du jeu. Un moteur (1400) de **promotion** attire l'attention du joueur sur un produit (300) presente dans le cadre d'une **promotion**, puis le joueur effectue une **selection** (800). Si le joueur selectionne le produit presente, il peut recevoir une information concernant ce...

##### Claims:

What is claimed is: b 1 /b . A computer-implemented method for **promotion** of products within an electronic game, comprising:receiving at least one input from a player...

\*\*\* BAD DATE, PLEASE IGNORE \*\*\*

9/69,K/6 (Item 6 from file: 350)

DIALOG(R) File 350:Derwent WPIX

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0012754939 - Drawing available

WPI ACC NO: 2002-608125/

XRPX Acc No: N2002-481675

**Distribution content interruption method in broadband digital distribution**

**system, involves enabling credit to content providers for inserting advertisement , when content on receiver is interrupted.**

Patent Assignee: LOWTHERT J E (LOWT-I); RASHKOVSKIY O B (RASH-I)

Inventor: LOWTHERT J E; RASHKOVSKIY O B

**Patent Family** (1 patents, 1 countries)

Patent Number	Kind	Date	Application Number	Kind	Date	Update
US 20020095674	A1	20020718	US 2001764748	A	20010118	200265 B

Priority Applications (no., kind, date): US 2001764748 A 20010118

#### Patent Details

Number	Kind	Lan	Pg	Dwg	Filing Notes
US 20020095674	A1	EN	12	7	

#### Alerting Abstract US A1

NOVELTY - A receiver of a digital distribution system is enabled to temporarily replace the content with **advertisement** , when content is interrupted. The content used on the receiver and **advertisement** inserted

by the receiver are identified, based on which credit is provided to content providers for inserted **advertisement** .

DESCRIPTION - INDEPENDENT CLAIMS are included for the following:

1.Computer readable medium for storing content interruption program;  
and

2.Content interruption system.

USE - For **interrupting** content e.g. movie, graphic, software, audio  
and

**games** in broadband digital distribution system for television.

ADVANTAGE - Provides cheaper or free distribution of wide variety of media, without any compensation to the content provider, based on the **advertisement selected** by the user.

DESCRIPTION OF DRAWINGS - The figure shows the flowchart for software utilized on the receiver of the digital distribution system.

**Title Terms/Index Terms/Additional Words:** DISTRIBUTE; CONTENT;  
INTERRUPT;  
METHOD; BROADBAND; DIGITAL; SYSTEM; ENABLE; CREDIT; INSERT;  
ADVERTISE;  
RECEIVE

**Class Codes**

International Classification (Main): H04N-007/173

File Segment: EPI;

DWPI Class: T01; W02; W03; W04; W05

Manual Codes (EPI/S-X): T01-N01B; T01-N01D1; T01-S03; W02-F10E5; W03-A16C5E

; W04-X02C; W05-E03C; W05-E03E

...interruption method in broadband digital distribution system, involves enabling credit to content providers for inserting advertisement , when content on receiver is interrupted.

**Alerting Abstract** ...A receiver of a digital distribution system is enabled to temporarily replace the content with **advertisement** , when content is interrupted. The content used on the receiver and **advertisement**

inserted by the receiver are identified, based on which credit is provided to content providers for inserted **advertisement** . ...USE - For **interrupting** content e.g. movie, graphic, software, audio and **games** in broadband digital distribution system for television...

...of wide variety of media, without any compensation to the content provider, based on the **advertisement selected** by the user...

**Original Publication Data by Authority**

**Original Abstracts:**

...other material and the interrupting content in one embodiment of the prevent invention may be **advertisements** . In this way, the user's receiver may be utilized to determine when it is...



\*\*\* BAD DATE, PLEASE IGNORE \*\*\*

9/69,K/7 (Item 7 from file: 350)

DIALOG(R)File 350:Derwent WPIX

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0011037179 - Drawing available

WPI ACC NO: 2001-663292/200176

XRPX Acc No: N2001-494205

**Information provision method for interactive advertising, involves  
retrieving delivery address of user for delivering information  
associated**

**with selected displayed area**

Patent Assignee: SGARAGLINO V (SGAR-I)

Inventor: SGARAGLINO V

**Patent Family** (3 patents, 92 countries)

Patent			Application			
Number	Kind	Date	Number	Kind	Date	Update
WO 2001082201	A2	20011101	WO 2001US13691	A	20010426	200176 B
AU 200161066	A	20011107	AU 200161066	A	20010426	200219 E
US 20030229893	A1	20031211	WO 2001US13691	A	20010426	200382 E
			US 2002258965	A	20021028	

Priority Applications (no., kind, date): US 2002258965 A 20021028; US  
2000199756 P 20000426

#### Patent Details

Number	Kind	Lan	Pg	Dwg	Filing Notes
WO 2001082201	A2	EN	81	6	
National Designated States,Original: AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CR CU CZ DE DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT TZ UA UG US UZ VN YU ZA ZW Regional Designated States,Original: AT BE CH CY DE DK EA ES FI FR GB GH GM GR IE IT KE LS LU MC MW MZ NL OA PT SD SE SL SZ TR TZ UG ZW AU 200161066 A EN Based on OPI patent WO 2001082201 US 20030229893 A1 EN PCT Application WO 2001US13691					

#### Alerting Abstract WO A2

NOVELTY - An **advertisement** object including **selectable** area, is  
displayed. The delivery address (106) of user is retrieved, after  
receiving

user request for selection of displayed area. The information  
associated

with selected area is retrieved and delivered to the user address.

DESCRIPTION - An INDEPENDENT CLAIM is also included for information  
provision system.

USE - For interactive advertising through Internet. Also for e-  
commerce  
transactions.

ADVANTAGE - By automatically retrieving user's delivery address upon  
receipt of selection request, a request for advertising material can be  
processed without **interrupting** user's current **activity**. Thus,

reduces

time and effort cost of user.

DESCRIPTION OF DRAWINGS - The figure shows the block diagram of interactive advertising system.

106 Delivery address

**Title Terms**/Index Terms/Additional Words: INFORMATION; PROVISION; METHOD;

INTERACT; ADVERTISE; RETRIEVAL; DELIVER; ADDRESS; USER; ASSOCIATE; SELECT

; DISPLAY; AREA

**Class Codes**

International Classification (Main): G06F-017/60, H04N-007/25

(Additional/Secondary): G06F-013/00, G06F-003/00, H04N-005/445, H04N-007/10, H04N-007/16

File Segment: EPI;

DWPI Class: T01; W05

Manual Codes (EPI/S-X): T01-H07C; T01-H07C5E; T01-J05A; T01-J05B; W05-E03

**Alerting Abstract** ...NOVELTY - An **advertisement** object including **selectable** area, is displayed. The delivery address (106) of user is retrieved, after receiving user request...

...address upon receipt of selection request, a request for advertising material can be processed without **interrupting** user's current **activity** .

Thus, reduces time and effort cost of user...

9/69,K/9 (Item 9 from file: 350)  
DIALOG(R)File 350:Derwent WPIX  
(c) 2006 The Thomson Corporation. All rts. reserv.

0011013279 - Drawing available  
WPI ACC NO: 2001-638757/200173  
XRPX Acc No: N2001-477483

**Method of automatic programming of video recording of advertised television program by using indicator in received signal to indicate whether future program is recordable**

Patent Assignee: MICROSOFT CORP (MICT); WEBTV NETWORKS INC (WEBT-N)  
Inventor: BLACKKETTER D J; GLUSKER S F; MATHENY J; MATHENY J R; PARK T F;

ZIGMOND D J

**Patent Family** (6 patents, 92 countries)

Patent			Application			
Number	Kind	Date	Number	Kind	Date	Update
WO 2001037549	A2	20010525	WO 2000US31438	A	20001115	200173 B
AU 200116140	A	20010530	AU 200116140	A	20001115	200173 E
US 20050196136	A1	20050908	US 1999441708	A	19991116	200559 E
			US 2005115669	A	20050427	
US 20050196137	A1	20050908	US 1999441708	A	19991116	200559 E
			US 2005115670	A	20050427	
US 20050196138	A1	20050908	US 1999441708	A	19991116	200559 E
			US 2005115676	A	20050427	
US 20050196139	A1	20050908	US 1999441708	A	19991116	200559 E
			US 2005115719	A	20050427	

Priority Applications (no., kind, date): US 2005115719 A 20050427; US 2005115676 A 20050427; US 2005115670 A 20050427; US 2005115669 A 20050427; US 1999441708 A 19991116

#### Patent Details

Number	Kind	Lan	Pg	Dwg	Filing Notes
WO 2001037549	A2	EN	38	6	
National Designated States,Original: AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CR CU CZ DE DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT TZ UA UG UZ VN YU ZA ZW					
Regional Designated States,Original: AT BE CH CY DE DK EA ES FI FR GB GH GM GR IE IT KE LS LU MC MW MZ NL OA PT SD SE SL SZ TR TZ UG ZW					
AU 200116140	A	EN			Based on OPI patent WO 2001037549
US 20050196136	A1	EN			Division of application US 1999441708
US 20050196137	A1	EN			Division of application US 1999441708
US 20050196138	A1	EN			Division of application US 1999441708

US 20050196139 A1 EN  
1999441708

Division of application US

**Alerting Abstract WO A2**

NOVELTY - Method consists in receiving a signal containing an **advertisement** for a future video program, displaying the advertised video program, determining whether the signal contains an indicator identifying the future video program as recordable, and if it is, displaying an option to record it and programming the record operation if the viewer selects the option. A reminder can be set, the future program **advertisement** is displayed during the current program, the video recorder is programmed to record if it has sufficient storage space, and the options are removed after a time or the end of the **advertisement** .

DESCRIPTION - There are INDEPENDENT CLAIMS for (1) computer-readable memories containing a program, (2) a receiver, (3) a method of allowing a viewer to set a reminder for a future TV program, (4) a method of pausing a current TV program, (5) a computer program.

USE - Method is for providing a television viewer with the option to automatically program a video recorder to record the advertised program.

DESCRIPTION OF DRAWINGS - The figure shows a TV network environment.

**Title Terms/Index Terms/Additional Words:** METHOD; AUTOMATIC; PROGRAM; VIDEO

; RECORD; ADVERTISE; TELEVISION; INDICATE; RECEIVE; SIGNAL; FUTURE

**Class Codes**

International Classification (Main): H04N-005/00, H04N-005/76  
(Additional/Secondary): G11B-005/00, H04N-007/00

File Segment: EPI;

DWPI Class: T01; W02; W04

Manual Codes (EPI/S-X): T01-E01B; T01-S03; W02-F05C; W04-E04C5A

...NOVELTY - Method consists in receiving a signal containing an **advertisement** for a future video program, displaying the advertised video program, determining whether the signal contains...

...operation if the viewer selects the option. A reminder can be set, the future program **advertisement** is displayed during the current program, the video recorder is programmed to record if it...

...storage space, and the options are removed after a time or the end of the **advertisement** .

## Original Publication Data by Authority

### Original Abstracts:

A television receiving system displays an **advertisement** for a future television program. If the future television program is identified as recordable, the...

...option to record the advertised program on a video recorder. If a viewer of the **advertisement** **selects** the reminder option, then a reminder is programmed in the system. If the viewer selects...

...record the advertised program. If the viewer has established an interactive session during a television **advertisement** , and has not completed the interactive **session** when the **advertisement** ends, then the current television program is **paused** until the **interactive session** is completed...

...A television receiving system displays an **advertisement** for a future television program. If the future television program is identified as recordable, the...

...option to record the advertised program on a video recorder. If a viewer of the **advertisement** **selects** the reminder option, then a reminder is programmed in the system. If the viewer selects...

...record the advertised program. If the viewer has established an interactive session during a television **advertisement** , and has not completed the interactive **session** when the **advertisement** ends, then the current television program is **paused** until the **interactive session** is completed...

...A television receiving system displays an **advertisement** for a future television program. If the future television program is identified as recordable, the...

...option to record the advertised program on a video recorder. If a viewer of the **advertisement** **selects** the reminder option, then a reminder is programmed in the system. If the viewer selects...

...record the advertised program. If the viewer has established an interactive session during a television **advertisement** , and has not completed the interactive **session** when the **advertisement** ends, then the current television program is **paused** until the **interactive session**

is  
completed...  
...A television receiving system displays an **advertisement** for a  
future  
television program. If the future television program is identified as  
recordable, the...  
  
...option to record the advertised program on a video recorder. If a  
viewer  
of the **advertisement** **selects** the reminder option, then a reminder  
is  
programmed in the system. If the viewer selects...  
  
...record the advertised program. If the viewer has established an  
interactive session during a television **advertisement** , and has not  
completed the interactive **session** when the **advertisement** ends, then  
the  
current television program is **paused** until the **interactive session**  
is  
completed...

...A television receiving system displays an **advertisement** for a  
future  
television program. If the future television program is identified as  
recordable, the...

...option to record the advertised program on a video recorder. If a  
viewer  
of the **advertisement** **selects** the reminder option, then a reminder  
is  
programmed in the system. If the viewer selects...  
...record the advertised program. If the viewer has established an  
interactive session during a television **advertisement** , and has not  
completed the interactive **session** when the **advertisement** ends, then  
the  
current television program is **paused** until the **interactive session**  
is  
completed...

**Claims:**

b 1 /b . A method comprising:displaying an **advertisement** for a  
future  
television program on a web page; andprogramming a record operation  
if...

...1 /b . A method comprising:receiving a signal containing an  
advertisement for a future television program;displaying the advertised  
television program;determining whether the signal...

...offering to establish an interactive session with a viewer of the  
current television program during a television advertisement;if the  
viewer of the current television program establishes an interactive  
session  
and has not completed the interactive session when **the** television  
advertisement ends, then:preventing display of the current television  
program;recording the current television...

...1 /b . A method comprising:receiving a **signal** containing an

advertisement for a future video program; displaying the advertised  
video  
program; determining whether...

9/69,K/10 (Item 10 from file: 350)  
DIALOG(R)File 350:Derwent WPIX  
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WPI ACC NO: 2001-581839/200165

XRPX Acc No: N2001-433490

**Delivering targeted enhanced advertisements across electronic networks for storage at a user-associated area in a server for later viewing by the user**

Patent Assignee: MIRROR WORLDS TECHNOLOGIES INC (MIRR-N)

Inventor: DUSTIN J; FERTIG S; LEE L

**Patent Family** (2 patents, 22 countries)

Patent		Application				
Number	Kind	Date	Number	Kind	Date	Update
WO 2001059543	A2	20010816	WO 2001US40060	A	20010207	200165 B
US 6496857	B1	20021217	US 2000499996	A	20000208	200307 E

Priority Applications (no., kind, date): US 2000499996 A 20000208

#### Patent Details

Number	Kind	Lan	Pg	Dwg	Filing	Notes
WO 2001059543	A2	EN	30	7		

National Designated States,Original: BR JP  
Regional Designated States,Original: AT BE CH CY DE DK ES FI FR GB GR IE  
IT LU MC NL PT SE TR

#### Alerting Abstract WO A2

NOVELTY - A user uses a personal computer with an Internet browser to access the Internet through a dial-up modem and to visit a web content site by entering uniform resource locator information or by clicking on a hyper-link. The site sends an initial part of a web page for display at the user and, on a subsequent visit by the user, sends a tag to a primary **advertisement** server to request an **advertisement**. If the user then **clicks** on a special part of the **advertisement**, a notification is sent to a server to send an enhanced version of the **advertisement** to a storage area, for later retrieval by the user.

DESCRIPTION - AN INDEPENDENT CLAIM is included for an **advertisement** delivery system.

USE - Delivering targeted enhanced **advertisements** across an electronic network.

ADVANTAGE - No **interruption** of current **activity** of user.

**Title Terms/Index Terms/Additional Words:** DELIVER; ENHANCE; ADVERTISE;  
ELECTRONIC; NETWORK; STORAGE; USER; ASSOCIATE; AREA; SERVE; LATE;  
VIEW

**Class Codes**



International Classification (Main): G06F, G06F-013/00

File Segment: EPI;

DWPI Class: T01; W01

Manual Codes (EPI/S-X): T01-C03B; T01-H07C3C; T01-H07C5E; T01-H07C5S;  
T01-J05A1; T01-J05A2; T01-J05B2; T01-J12B; W01-A06B7

**Delivering targeted enhanced advertisements across electronic networks  
for storage at a user-associated area in a server for later...**

**Original Titles:**

Delivering targeted, enhanced **advertisements** across electronic networks

...

...DELIVERING TARGETED, ENHANCED **ADVERTISEMENTS** ACROSS ELECTRONIC NETWORKS...

**Alerting Abstract** ...user and, on a subsequent visit by the user, sends a tag to a primary **advertisement** server to request an **advertisement**. If the user then **clicks** on a special part of the **advertisement**, a notification is sent to a server to send an enhanced version of the **advertisement** to a storage area, for later retrieval by the user. DESCRIPTION - AN INDEPENDENT CLAIM is included for an **advertisement** delivery system...

...USE - Delivering targeted enhanced **advertisements** across an electronic network...

...ADVANTAGE - No **interruption** of current **activity** of user.

**Original Publication Data by Authority**

**Original Abstracts:**

A system in which an Internet user can designate Internet **ads** for later use, in response to which enhanced versions of the **ads** are stored in a user-associated area in a server, without **interrupting** the user's current **activity**. In another embodiment, the system delivers enhanced versions of the **ads** automatically and transparently to a user-associated area in a server for storage. When at a later time the user requests access to the previously stored **ads**, the system delivers to the user's Internet-enabled device a presentation of thumbnails of the enhanced **ad** versions. These thumbnails can be in the form of static images, sound or video clips, or

interactive rich media. The user reviews the thumbnail presentation and upon user **selection** of a particular **ad**, the enhanced version of the **ad**

is delivered to the user's display or other Internet-enabled device interface for appropriate...

...A system in which an Internet user can designate Internet **ads** for later use, in response to which enhanced versions of the **ads** are stored in a user-associated area in a server, without **interrupting** the user's current **activity**. In another embodiment, the system delivers enhanced versions of the **ads** automatically and transparently to a user-associated area in a server for storage. When at a later time the user requests access to the previously stored **ads**, the system delivers to the user's Internet-enabled device a presentation of thumbnails of the enhanced **ad** versions. These thumbnails can be in the form of static images, sound or video clips, or interactive rich media. The user reviews the thumbnail presentation and upon user **selection** of a particular **ad**, the enhanced version of the **ad** is delivered to the user's display or other Internet-enabled device interface for appropriate...

**Claims:**

...1. A process comprising: presenting a network user with user requested content as well as **ads**; in response to user designation of **ads** for possible later use, storing enhanced versions of the **ads** in a user-associated area of a server; in response to a user request for previously designated **ads**, delivering to the user a visual and/or audio display presentation of thumbnail versions of the enhanced versions of the **ads**; and in response to a **user** selection of **an** **ad** from the visual and/or audio display presentation of thumbnail versions, delivering to the user a visual and/or audio display of the stored enhanced version of the **ad** for action thereon by the user.